

Contents

- 1 Variety in the Automobile Industry 1**
 - 1.1 Variety in the History of the Horseless Carriage 1
 - 1.1.1 Generation of Variety and Market’s Strategy 4
 - 1.1.2 Generation of Variety and Production: Lean Production and Modularity 4
 - 1.2 The Persistent Dualism in Variety Generation: The Niche Market for Special Equipment. 9
- 2 The Economics of Variety 13**
 - 2.1 Variety Generation in the Product Life Cycle 13
 - 2.2 The Equilibrium Approach to Variety Generation 16
- 3 Empirical Analysis. 21**
 - 3.1 Methodology. 21
 - 3.2 Variety Generation at Ford 24
 - 3.2.1 Data 24
 - 3.2.2 Data Analysis. 25
 - 3.2.3 Market Segmentation and Model Customisation 27
 - 3.3 Variety Generation in the Niche Market. 33
 - 3.3.1 Data 33
 - 3.3.2 Data Analysis. 35
 - 3.3.3 The Variety Generation at Firm Level. 37
 - 3.4 Comparison 40
 - 3.4.1 The Nature and Operation of Niche Market 40
 - 3.4.2 The Limits of Variety Generation 41
- Appendix 43**
- Conclusion 55**
- References 59**

<http://www.springer.com/978-3-319-01906-2>

Product Variety in Automotive Industry
Understanding Niche Markets in America

Guerzoni, M.

2014, XI, 63 p. 1 illus., Softcover

ISBN: 978-3-319-01906-2